



WPTV

ORDER

Print Date 11/02/12

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Flight Dates **11/05/12-11/06/12**

Contract / Revision **316610 /**

Original Date / Revision
11/01/12 11/02/12

Advertiser **FDP - 3 Pack Abruzzo, Sach**

Agency **Davis Group (The)**

Buying Contact

**4201 Bee Caves Road - Suite C-101
Austin, TX 78746**

Product

FDP Q4 GE TV 11.1-11.6.12-West P

Agency Com 15%

Billing Contact **Pam Newby**

**4201 Bee Caves Road - Suite C-101
Austin, TX 78746**

Sales Office EWSDC

Sales Region NAT

Agency Ref

Order Sep 00:20:00

Estimate # **1420**

Alt Order #

Billing Type Cash

Order Type GENERAL

Billing Cycle EOM/EOC

Billing Calendar BROADCAST

Demographic A25-54

Rev Codes POL POL CAND

Product Codes PL

Priority P-1

Advertiser Ref

Primary Account Executive
Marta Salazar-Perren

Account Executive	Order%	Start Date	End Date
Marta Salazar-Perren	100%		

Order Share % Market Value

Competing Station	% of Order	Amount
CABLE	%	
UNKWN	100%	
WFGC	%	
WFLX	%	
WPBF	%	
WPEC	%	
WPPB	%	
WPXP	%	
WTCE	%	
WTCN	%	
WTVX	%	
WXEL	%	

Order Totals

Month	# of Spots	Net Amount	Gross Amount	Rating
November 2012	28	\$26,626.25	\$31,325.00	0.00
Totals	28	\$26,626.25	\$31,325.00	0.00

Billing Plan

Start Date	End Date	# Spots	Net Amount	Gross Amount
10/29/12	11/06/12	28	\$26,626.25	\$31,325.00

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Totals	
														Spots	Amount
N 1	WPTV	11/05/12	11/06/12	M-F 5-6a M-F 5-6a	CM	5-6a	22-----	:30	4	\$500.00	FX	0.00	NM	4	\$2,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		11/05/12	11/11/12	22-----			4		\$500.00		0.00				
N 2	WPTV	11/05/12	11/06/12	M-F 6-7a M-F 6-7a	CM	6-7a	22-----	:30	4	\$1,200.00	FX	0.00	NM	4	\$4,800.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		11/05/12	11/11/12	22-----			4		\$1,200.00		0.00				
N 3	WPTV	11/05/12	11/06/12	M-F 7-9a M-F 7-9a	CM	7-9a	22-----	:30	4	\$1,500.00	FX	0.00	NM	4	\$6,000.00



WPTV

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Contract / Revision **316610** Flight Dates **11/05/12-11/06/12**

Hiatus Dates

Original Date / Revision 11/01/12/ 11/02/12

Order Sep 00:20:00

Advertiser **FDP - 3 Pack Abruzzo, Saci** Product **FDP Q4 GE TV 11.1-11.6.12-Estimate #** **1420**

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Totals	
														Spots	Amount
N 3	WPTV	11/05/12	11/06/12	M-F 7-9a M-F 7-9a	CM	7-9a	22-----	:30	4	\$1,500.00	FX	0.00	NM	4	\$6,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		11/05/12	11/11/12	22-----					4	\$1,500.00		0.00			
N 4	WPTV	11/05/12	11/05/12	M-F 12p NEWS M-F 12n-1p	CM	12-1p	M-----	:30	1	\$500.00	FX	0.00	NM	1	\$500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		11/05/12	11/11/12	M-----					1	\$500.00		0.00			
N 5	WPTV	11/05/12	11/05/12	M-F 1235-135a Fallon	CM	1:05-2:05a	M-----	:30	1	\$225.00	FX	0.00	NM	1	\$225.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		11/05/12	11/11/12	M-----					1	\$225.00		0.00			
N 6	WPTV	11/05/12	11/05/12	M-F 530-6p M-F 530-6p	CM	530-6p	M-----	:30	1	\$1,600.00	FX	0.00	NM	1	\$1,600.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		11/05/12	11/11/12	M-----					1	\$1,600.00		0.00			
N 7	WPTV	11/05/12	11/05/12	M-F 6-630p M-F 6-630p	CM	6-630p	M-----	:30	1	\$1,800.00	FX	0.00	NM	1	\$1,800.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		11/05/12	11/11/12	M-----					1	\$1,800.00		0.00			
N 8	WPTV	11/05/12	11/05/12	M-F 730-8p M-F 730-8p	CM	730-8p	M-----	:30	1	\$950.00	FX	0.00	NM	1	\$950.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		11/05/12	11/11/12	M-----					1	\$950.00		0.00			
N 9	WPTV	11/05/12	11/05/12	NBC Monday Prime The VOICE	CM	8-10p (8:00 PM-10:00 PM)	M-----	:30	1	\$4,000.00	FX	0.00	NM	1	\$4,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		11/05/12	11/11/12	M-----					1	\$4,000.00		0.00			
N 10	WPTV	11/05/12	11/05/12	M-F 11-1135p M-F 11-1135p	CM	11-1135p	M-----	:30	1	\$1,400.00	FX	0.00	NM	1	\$1,400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		11/05/12	11/11/12	M-----					1	\$1,400.00		0.00			
N 11	WPTV	11/05/12	11/05/12	M-F 1135p-1235a Tonight Show	CM	12:05-1:05a	M-----	:30	1	\$575.00	FX	0.00	NM	1	\$575.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		11/05/12	11/11/12	M-----					1	\$575.00		0.00			
N 12	WPTV	11/05/12	11/05/12	M-F 11-12n M-F 11-12n	CM	11a-12p	M-----	:30	2	\$425.00	FX	0.00	NM	2	\$850.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		11/05/12	11/11/12	M-----					2	\$425.00		0.00			
N 13	WPTV	11/05/12	11/05/12	M-F 4p-5p M-F 4p-5p	CM	4-5p	M-----	:30	1	\$725.00	FX	0.00	NM	1	\$725.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		11/05/12	11/11/12	M-----					1	\$725.00		0.00			
N 14	WPTV	11/05/12	11/05/12	M-F 7-730pm News Nlghtly News	CM	7-730p	M-----	:30	1	\$3,000.00	FX	0.00	NM	1	\$3,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		11/05/12	11/11/12	M-----					1	\$3,000.00		0.00			
N 15	WPTV	11/05/12	11/05/12	M-F 12p NEWS M-F 12n-1p	CM	12-1p	M-----	:30	1	\$500.00	FX	0.00	NM	1	\$500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			



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Contract / Revision **316610** Flight Dates **11/05/12-11/06/12**

Hiatus Dates

Original Date / Revision 11/01/12/ 11/02/12

Order Sep 00:20:00

Advertiser **FDP - 3 Pack Abruzzo, Saci** Product **FDP Q4 GE TV 11.1-11.6.12** - Estimate # **1420**

														<u>Totals</u>	
Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
N 15	WPTV	11/05/12	11/05/12	M-F 12p NEWS M-F 12n-1p	CM	12-1p	M- - - - -	:30	1	\$500.00	FX	0.00	NM	1	\$500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		11/05/12	11/11/12	M- - - - -					1	\$500.00		0.00			
N 16	WPTV	11/05/12	11/05/12	M-F 3p-4p 3-4pm Jeff Probst	CM	3-4p	M- - - - -	:30	2	\$500.00	FX	0.00	NM	2	\$1,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		11/05/12	11/11/12	M- - - - -					2	\$500.00		0.00			
N 17	WPTV	11/05/12	11/05/12	NewsChannel 5 LN Spcl NewsChannel 5 LN Spcl	CM	1135p-1205a	M- - - - -	:30	1	\$1,400.00	FX	0.00	NM	1	\$1,400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		11/05/12	11/11/12	M- - - - -					1	\$1,400.00		0.00			
Totals														28	\$31,325.00